



American Newspaper Publishers Association

The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041
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July 18, 1978

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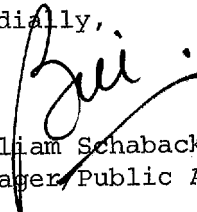
Dear Herb:

Pursuant to your call yesterday I enclose some background materials on Panax Corporation.

Panax is a well-respected newspaper group comprising some seven dailies and over forty weekly newspapers. Daily circulation is over 115,000.

I hope these materials will be helpful background for your September briefing of their editors.

Cordially,


William Schabacker
Manager, Public Affairs

WS/ph
Encls.

JOHN MORTON NEWSPAPER RESEARCH NEWSLETTER

APRIL 28, 1978

Approved For Release 2005/01/12 : CIA-RDP88-01315R000400260012-0 Page 9

U.S. NEWSPAPER GROUPS (Ranked by Daily Circulation)

	<u>Daily Circulation</u>	<u>Number of Dailies</u>	<u>Sunday Circulation</u>	<u>Number of Sundays</u>
1. <u>Knight-Ridder Newspapers</u>	3,432,300	32	3,945,600	21
2. <u>Newhouse Newspapers</u>	3,225,900	29	3,563,600	21
3. <u>Tribune Company</u>	3,176,000	10	4,233,100	6
4. <u>Gannett Newspapers</u>	3,006,900	77	2,465,400	48
5. <u>Dow Jones & Co., Inc.</u>	1,872,600	18	261,300	6
6. <u>Scripps-Howard Newspapers</u>	1,853,100	17	1,543,800	7
7. <u>Times Mirror Co.</u>	1,790,000	6	2,132,100	4
8. <u>Hearst Newspapers</u>	1,407,900	8	2,205,700	7
9. <u>Cox Newspapers</u>	1,121,900	15	1,126,500	9
10. <u>Thomson Newspapers</u>	1,050,400	60	583,900	25
11. <u>New York Times Co.</u>	994,300	10	1,561,500	6
12. <u>Capital Cities Communications, Inc.</u>	953,800	5	653,100	3
13. <u>Cowles Newspapers</u>	889,100	8	1,149,100	6
14. <u>News America Publ. Corp. (Murdoch)</u>	773,300	3	160,400	1
15. <u>Central Newspapers, Inc.</u>	752,800	7	734,600	4
16. <u>Freedom Newspapers (Hoiles)</u>	672,400	28	598,800	16
17. <u>(Detroit) Evening News Assn.</u>	669,800	4	812,300	1
18. <u>Washington Post Co.</u>	667,900	3	852,800	2
19. <u>Copley Newspapers</u>	620,200	9	610,800	6
20. <u>Independent Publications</u>	581,900	2	694,300	2
21. <u>Media General, Inc.</u>	556,500	6	503,000	3
22. <u>Harte-Hanks Communications</u>	549,900	24	543,600	19
23. <u>Affiliated Publications</u>	480,900	2	628,800	1
24. <u>Landmark Communications</u>	470,500	8	416,200	3
25. <u>Lee Enterprises</u>	460,300	15	495,300	10
26. <u>Block Newspapers</u>	424,400	4	268,200	3
27. <u>Donrey Media Group</u>	423,400	34	407,900	29
28. <u>Walls Newspapers</u>	377,200	31	261,700	12
29. <u>Combined Communications</u>	359,200	2	484,300	2
30. <u>Ingersoll Newspapers</u>	355,100	16	114,900	5
31. <u>McClatchy Newspapers</u>	354,200	3	413,000	3
32. <u>Howard Publications</u>	347,200	14	259,600	8
33. <u>Pulitzer Publishing Co.</u>	327,100	2	569,400	2
34. <u>A.H. Belo Corp.</u>	326,700	7	394,600	7
35. <u>Morris Communications Corp.</u>	323,500	10	319,700	5
36. <u>Multimedia Newspapers</u>	283,300	10	275,500	5
37. <u>Oklahoma Publishing Co.</u>	282,800	3	315,600	2
38. <u>Stauffer Publications, Inc.</u>	256,100	18	105,600	4
39. <u>Seattle Times Co.</u>	255,700	2	341,500	2
40. <u>Schurz Communications</u>	223,500	9	166,700	3
41. <u>Scripps League Newspapers</u>	222,700	21	30,400	2

U.S. NEWSPAPER GROUPS (continued)
(Ranked by Daily Circulation)

	<u>Daily Circulation</u>	<u>Number of Dailies</u>	<u>Sunday Circulation</u>	<u>Number of Sundays</u>
42. State-Record Co.	208,600	6	172,500	3
43. Florida Publishing Co.	208,400	3	181,100	1
44. Ogden Newspapers	206,200	12	100,600	2
45. Calkins Newspapers	205,200	7	93,100	2
46. Worrell Newspapers, Inc.	190,100	17	105,500	7
47. Horvitz Newspapers	184,500	5	171,200	4
48. Lindsay-Schaub Newspapers	181,800	8	153,100	4
49. News & Observer Publishing Co.	165,500	3	160,300	3
50. Hagadone Newspapers	156,000	6	50,900	1
51. John P. Scripps	155,600	7	55,000	2
52. John P. Harris Newspapers	152,200	10	125,900	5
53. Worcester Telegram & Gazette Co.	151,800	4	105,700	1
54. Jefferson Pilot Publications, Inc.	150,800	6	156,500	5
55. Dix Newspapers	144,000	8	9,800	1
56. Palmer Newspapers	140,400	9	178,100	5
57. Evening Post Publishing Co.	139,200	4	96,700	1
58. Pioneer Newspapers	133,100	15	66,500	5
59. Small Newspapers	131,800	5	71,100	2
60. Sierra Publishing Co.	131,500	2	131,200	2
61. Guy Gannett Publishing Co.	126,400	4	112,900	1
62. Hederman Newspapers	124,600	3	133,200	2
63. Panax Corporation	117,900	7	14,400	1
64. Washington Star Communications	114,200	3	56,600	1
65. Buchheit Newspapers	104,200	7	69,600	2
66. Drukker Newspapers	100,600	2	73,600	1
67. Green Bay Newspaper Co.	93,700	3	69,100	1
68. Clay Communications	90,200	3	33,100	1
69. Mead Newspapers	88,900	3	93,100	1
70. Park Newspapers, Inc.	87,800	9	45,100	5
71. Leshner Newspapers	85,000	7	53,600	3
72. Sandusky-Norwalk Newspapers	84,700	5	42,400	1
73. Buckner News Alliance	76,500	8	2,900	1
74. Loeb Newspapers	68,800	2	64,900	1
75. Sparks Newspapers	67,900	3	68,400	3
76. Post Corp. Newspapers	67,800	4	56,000	1
77. Wick Newspapers	66,500	9	37,000	4
78. Randall B. Terry, Jr. and D.A. Rawley	64,200	3	56,700	2
79. McClelland Newspapers	63,600	3	12,800	1
80. Dwight Newspapers	62,800	3		
81. Scranton Times Co.	62,700	2	48,400	1
82. Miller Newspapers	57,800	4		

U.S. NEWSPAPER GROUPS (continued)
(Ranked by Daily Circulation)

	<u>Daily Circulation</u>	<u>Number of Dailies</u>	<u>Sunday Circulation</u>	<u>Number of Sundays</u>
83. W.H. Hartman Newspapers	57,400	2	55,000	1
84. Lorain Country Printing & Publishing	57,100	2	42,900	1
85. Boone Newspapers	56,700	4	53,100	3
86. McNaughton Newspapers	56,400	4	14,200	1
87. Paddock Publications, Inc.	55,800	9		
88. Nixon Newspapers, Inc.	54,700	6		
89. Rowley Northeast Ohio Group	53,600	5	49,400	1
90. Northrop Newspapers	52,500	2		
91. Seaton Group	51,800	7	13,700	1
92. Shearman Newspapers	51,300	3	51,300	2
93. United Communications Corp.	51,300	2		
94. Swift Newspapers	48,300	3		
95. Morris Newspaper Corp.	47,500	5	42,600	4
96. Carter Glass	46,600	3	37,200	1
97. Byrd Newspapers	46,600	2		
98. Morgan Murphy Newspapers	46,200	4	24,400	2
99. Brown Newspaper Publishing Co., Inc.	45,600	2		
100. Gadsden Times Publishing Corp.	45,400	4	31,600	2
101. Galvin Newspapers	44,000	6		
102. Mirror Printing Co.	43,100	2		
103. McCracken Newspapers	42,100	6	26,300	2
104. B.F. Shaw Newspapers	41,600	5		
105. Anniston Star Newspapers	39,900	2	30,200	1
106. Home News Enterprises	39,800	3		
107. Dear Newspapers	38,900	4	41,200	3
108. Frank W. Mayborn Newspapers	38,900	2	42,000	2
109. Bulletin Co. of Norwich	37,300	2	35,100	1
110. Woodson Group	36,800	5	37,900	5
111. Western Publishing Co.	34,800	2	18,100	1
112. Carl A. Jones Newspapers	34,100	2	29,200	1
113. John M. Jones Newspapers	34,100	3		
114. Free Press Newspapers	33,500	2	7,800	1
115. Rutland (Vt.) Herald Newspapers	33,200	2		
116. Haskell Newspapers	32,500	3	26,400	
117. Ray Barnes Newspapers	32,200	6		
118. Opelika-Auburn Publishing Co.	31,100	2	31,600	2
119. California Offset Printers	30,900	2		
120. Freeman Newspapers	30,800	3	22,800	1
121. Marietta Daily Journal and Neighbor Newspapers	30,600	4	27,300	2
122. Mickelson Media, Inc.	30,500	3	11,900	1

U.S. NEWSPAPER GROUPS (continued)
(Ranked by Daily Circulation)

	<u>Daily Circulation</u>	<u>Number of Dailies</u>	<u>Sunday Circulation</u>	<u>Number of Sundays</u>
123. Lavine Newspaper Group	30,300	4		
124. Patricks and Associates	30,300	2	8,700	1
125. Allison Newspapers	29,300	2	31,200	2
126. Hammell Newspapers	28,500	6	7,800	2
127. Western Newspapers	27,500	3	23,300	2
128. Smith Newspapers, Inc.	25,800	3		
129. Joy Newspapers	25,300	2	18,100	1
130. Albany Democrat-Herald Publishing Co.	25,100	2		
131. Chandler Newspapers	24,700	3		
132. Daughtry Newspapers	23,900	4	15,600	2
133. Ewing Paine Newspapers	23,800	2		
134. Inland Newspaper Machinery Corp.	23,600	4	7,500	1
135. Fackelman Newspapers	22,300	5	5,900	1
136. Middlesex Valley Newspapers	21,900	3		
137. W.K. Ulerich Newspapers	21,600	2		
138. Noyes Newspapers	21,500	2		
139. Emmerich Enterprises, Inc.	21,200	2	8,500	1
140. Conland Newspapers	20,500	2		
141. Attaway Investments, Inc.	20,500	2	21,600	2
142. Livermore Newspapers	19,900	3	20,500	3
143. Press-Enterprises, Inc.	19,900	2		
144. Mid-America Publishing Co.	19,800	5		
145. Winsor Newspapers	19,800	3		
146. Taylor Communications, Inc.	19,700	3	19,800	3
147. Moffitt Newspapers	19,400	3		
148. Biddle Newspapers	18,100	2		
149. Hartman Newspapers, Inc.	17,700	3	18,100	3
150. Montgomery Publishing Co.	15,900	2		
151. Spenley Newspapers	15,200	2		
152. Red Wing Publishing Co.	14,900	2		
153. Mendocino Publishing Co.	14,800	2		
154. Bryan Newspapers	14,000	2	15,600	2
155. Hartford City Newspapers	12,700	2	8,800	1
156. Kent V. Lewis	12,300	2		
157. Ray Kimball Newspapers	11,700	3		
158. Witwer Newspapers	11,300	2		
159. Harris Newspapers, Inc.	10,800	2		
160. New River Newspapers Inc.	10,700	2	17,900	2
161. Connie Publishing Co. Newspapers	10,700	2		
162. Sowers Newspapers	10,600	2	5,300	1
163. Waters Newspapers	10,500	2	8,000	1
164. Dwelle Newspapers	8,900	2		

U.S. NEWSPAPER GROUPS (continued)
(Ranked by Daily Circulation)

	<u>Daily Circulation</u>	<u>Number of Dailies</u>	<u>Sunday Circulation</u>	<u>Number of Sundays</u>
165. Albion Evening Recorder, Inc.	7,500	2		
166. Interurban Industries Newspapers	7,300	2		
167. Davis Newspapers	6,400	2		
Totals	44,729,800	1,082	41,598,200	496

Source: Audit Bureau of Circulation FAS-FAX, six-month period ended Sept. 30, 1977;
Editor & Publisher 1977 Yearbook; John Morton Newspaper Research Newsletters.

Prepared by: Robert A. Lane,
John Muir & Co.

Note: Papers that are jointly owned by two groups are included in the circulation totals and number-of-papers count for both owners, resulting in a duplication of 12 daily papers and 265,465 daily circulation and 6 Sunday papers and 207,448 Sunday circulation. Adjusting the group totals by eliminating the duplication leaves 1,070 daily papers with 44,464,335 total circulation and 490 Sunday papers with 41,390,752 total circulation. Joint ownerships involve Howard Publications and Hagadone Newspapers (1 paper, 59,873 daily and 50,925 Sunday); Scripps League and Buckner News Alliance (1 paper, 13,435 daily); Walls Newspapers and Jefferson Pilot Publications (5 papers, 150,755 daily and 156,523 Sunday); Buchheit Newspapers and Haskell Newspapers (1 paper, 7,211 daily); Dwight Newspapers and Conland Newspapers (1 paper, 15,074 daily); Inland Newspaper Machinery Corp. and Walls Newspapers (1 paper, 6,675 daily); Inland Newspaper Machinery Corp. and Daughtry Newspapers (2 papers and 12,442 daily).

December 31, 1977

PADDOCK APPROVED FOR RELEASE 2005/01/12 : CIA-RDP88-01315R000400260012-0

Arlington Heights (Ill.) Herald
Buffalo Grove (Ill.) Herald
Des Plaines (Ill.)-Herald
Elk Grove (Ill.) Herald
Hanover Park (Ill.) Herald
Mount Prospect (Ill.) Herald
Palatine (Ill.) Herald
Rolling Meadows (Ill.) Herald
Schaumburg-Hoffman Estates (Ill.) Herald
Wheeling (Ill.) Herald

PALMER NEWSPAPERS

Camden (Ark.) News
El Dorado (Ark.) News-Times
Hope (Ark.) Star [25% interest]
Hot Springs (Ark.) Sentinel-Record
Little Rock (Ark.) Arkansas Democrat
Magnolia (Ark.) Banner-News
Texarkana (Ark.-Tex.) Gazette and News (2)
Jacksonville (Tex.) Progress [25% interest]

DAVID R. PALMER NEWSPAPERS

Lamar (Mo.) Democrat
Raton (N.M.) Range

PANAX CORP. (Dailies)

Chicago (Ill.) Calumet
Miami Beach (Fla.) Sun-Reporter
Escanaba (Mich.) Press
Iron Mountain (Mich.) News
Marquette (Mich.) Mining Journal
Mount Clemens (Mich.) Macomb Daily
Mount Pleasant (Mich.) Morning Sun

PARK NEWSPAPERS INC.

Warner Robins (Ga.) Sun
Plymouth (Ind.) Pilot News
Nebraska City (Neb.) News-Press
Lockport (N.Y.) Union-Sun & Journal
Norwich (N.Y.) Sun
Ogdensburg (N.Y.) Journal
Kannapolis (N.C.) Independent [45.2% interest]
Manassas (Va.) Journal Messenger

PATRICKS & ASSOCIATES

Rock Hill (S.C.) Herald
Palestine (Tex.) Herald-Press

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December 31, 1977

RUTLAND HERALD NEWSPAPERS

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Barre-Montpelier (Vt.) Times-Argus
Rutland (Vt.) Herald

SANDUSKY-NORWALK NEWSPAPERS

Grand Haven (Mich.) Tribune
Norwalk (Ohio) Reflector
Sandusky (Ohio) Register
Kingsport (Tenn.) News and Times (2)

RICHARD M. SCAIFE NEWSPAPERS (Dailies)

→ Sacramento (Calif.) Union (Sierra Publishing Co.)
Yuba City (Calif.) Herald (Sierra Publishing Co.)
Greensburg (Pa.) Tribune-Review
[Scaife owns 50% interest in Sierra Publishing Co. John P. McGoff, president
of Panax Corp. owns the other 50% interest]

SCHURZ COMMUNICATIONS INC.

Brawley (Calif.) News
El Centro (Calif.) Imperial Valley Press
Indio (Calif.) News
Bedford (Ind.) Times-Mail
Bloomington (Ind.) Herald-Telephone
South Bend (Ind.) Tribune
Danville (Ky.) Advocate-Messenger
Hagerstown (Md.) Herald and Mail (2)

SCOGGINS PUBLISHING CO.

Winsted (Conn.) Citizen
Excelsior Springs (Mo.) Standard
York (Pa.) Record

SCRANTON TIMES CO.

Scranton (Pa.) Times
Towanda (Pa.) Review

JOHN P. SCRIPPS NEWSPAPERS

Redding (Calif.) Record-Searchlight
San Luis Obispo (Calif.) Telegram-Tribune
Thousand Oaks (Calif.) News-Chronicle
Ventura (Calif.) Star-Free Press
Watsonville (Calif.) Register-Pajaronian
Bremerton (Wash.) Sun

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John P. McGoff is a native Pittsburgher who has adopted Michigan as his home, and the State of Michigan has in turn taken him in as a favorite son.

McGoff came to Michigan as the result of a friendship with a fellow infantryman during World War II service through the African and European campaigns. When the war ended, his friend, who today is the clinical psychologist consultant to Panax Corporation, encouraged McGoff to enroll with him at Michigan State University.

Following his graduation from MSU in 1950, McGoff stayed on at the University as a staff member and earned his masters degree in history and political science. For ten years he remained in education and was on the Michigan State staff prior to entering the free enterprise arena.

He has never lost his interest in the political, educational, and economic fortunes of his adopted state. Over the years he has served in many capacities to advance Michigan in politics, education, and business.

McGoff was recently commended in a joint resolution by the Michigan Legislature for his efforts on Michigan's behalf in a great variety of interests and endeavors.

In politics McGoff has taken an active and lively role. At the grass roots level he was chairman of the Republican Party of Ingham County, the home county of the state's capital. More recently he has been friend, advisor, and confidant of many state and U. S. legislators and has played important roles in their campaigns. Senator Robert Griffin of Michigan credits the support of the Panax Newspapers in general and The Macomb Daily in particular for his recent victory. Macomb County is a predominantly Democratic area, yet Griffin walked away with a big majority over a strong Democratic opponent.

McGoff was on the Board of Control of Northern Michigan University from 1964 to 1972 and served as the Chairman of that Board for three years.

He was appointed by former Governor George Romney to his Blue Ribbon Committee on Higher Education and served with distinction for four years.

He is currently a member of his local community Williamston (Mich.) School Board.

McGoff serves as the Chairman of the Great Lakes Task Force on Winter Navigation which seeks to increase employment and economic stability for the state by opening up the Great Lakes to a full 12-month navigation capability.

McGoff is also currently Vice-chairman of the Michigan State Chamber of Commerce. He is Treasurer and member of the Executive Committee of Operation Action-U. P., which is dedicated to the growth and development of Michigan's Upper Peninsula.

His business affiliations are wide and varied. He serves as a director of the American Family Life Assurance Company of Georgia, a director of Overseas Advisory Associates, Incorporated, and a director and officer of Kalamazoo Printing Machinery Company.

A complete summary of McGoff's personal history and background are shown on the accompanying page.

Name: John Peter McGoff
Address: 3896 N. Williamston Road, Williamston, Michigan 48895
Phone: (517) 655-2495
Title: President, Panax Corporation
(President, Associated Newspapers, Inc.)
(President, The Mellus Newspapers, Inc.)
(Vice-President, Kalamazoo Printing Machinery Company)
Birth Date: June 29, 1924
Place: Pittsburgh, Pennsylvania
Family: Wife, Margaret Ewert McGoff
Children: Susan - 1957
Tom - 1961
David - 1966
Steve - 1968
Andy - 1971
Military: U. S. Infantry 1942-1946
Education: Michigan State University, 1950 BA
1956 MA
Employment: 1947-1949 - WKAR, Continuity Writer
1949-1959 - Michigan State University, Alumni Relations and Office of Continuing Education
1959-Present - Panax Corporation, President
Memberships and Interests: Michigan National Bank, Lansing Office Advisory Board of Directors
National Press Club
Detroit Press Club Foundation, Director
Sigma Delta Chi (SDX), Professional Journalism Society
Michigan State Chamber of Commerce, Chairman
Operation Action, U. P., Treasurer; Executive Committee
Great Lakes Task Force on Winter Navigation, Former Chairman
American Family Life Assurance Co. of Columbus, Ga., Director
Overseas Advisory Associates, Inc., Director
Michigan Press Association, Director
Economic Club of Detroit
Academy of Science, Arts, and Letters
Detroit Yacht Club
Lansing City Club
Williamston Board of Education, Member
Michigan United Fund, Executive Committee
Committee on Citizenship, Morality, and Value Education (State Board of Education), Member
Governor Romney's Blue Ribbon Committee on Higher Education, Past Member
Ingham County Republican Party, Past Chairman
Williamston United Methodist Church, Former Lay Leader
Association of Governing Boards of Universities and Colleges
Northern Michigan University Board of Control, Former Member and Chairman (1964-1972)
Michigan Week, Deputy Chairman
Newcomen Society
Navy League